



4-H Grows Here

4-H GROWS CAMPAIGN MATERIALS INDEX

 **4-H GROWS HERE**

Questions?

Jamie Wilson

ANR COMMUNICATIONS AND MARKETING | 517-884-7088 | JMWILSON@ANR.MSU.EDU



4-H Grows Here

4-H GROWS CAMPAIGN MATERIALS INDEX

- pg. 1 Logos
- pg. 1 Flyers (8.5" x 11")
- pg. 3 Small Posters (11" x 17")
- pg. 4 Posters (18" x 24")
 - Horizontal
 - Vertical
- pg. 6 Social Media
- pg. 8 Bookmarks
- pg. 9 Spanish Resources
 - Fillable Print Ads
 - Small Posters (11" x 17")
 - Table Top Sign
 - Yard Sign
- pg. 10 Raise Your Hand Resources
 - Print Ads
 - Hard Copy Sign Up Materials
 - Email Header Images
 - Social Media
 - Display Banner and Header-Footer Images
 - Sidebar Images
 - Web Ads
 - Facebook Ad Images
 - Facebook Banners
- pg. 12 National 4-H Week Resources
 - Facebook Banners
 - Social Media
- pg. 13 MSU Extension Bookstore
- pg. 14 Custom Order
- pg. 15 Commercials

Each file in the list below is clickable to their electronic file for easy download. Unless otherwise stated, the materials are available as free downloads on [Sharepoint](#).

Logos

The following logos are available as PNGs and JPGs for use during 4-H promotion. The PNGs are available in the green (depicted below) and white. JPGs are available in the green (depicted below) and black. After download, they can be placed on top of images for branding. To obtain other file formats, contact Jamie Wilson.



4-H_Grows_Logo_4C_Alt1



4-H_Horiz_Logo_RGB



4H_Grows_Logo_RGB



4-H_Horiz_Logo_RGB_Alt2

Flyers (8.5" x 11")

The following color recruiting flyers are available in PDF printable format and are designed for display and handouts in schools and other community spaces. A few of these posters are also available in gray scale.



Character_Public Speaking



Character_Service



Compassion_Horse



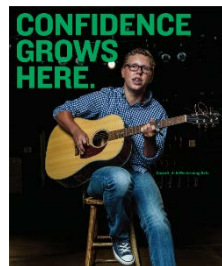
Compassion_Volunteer



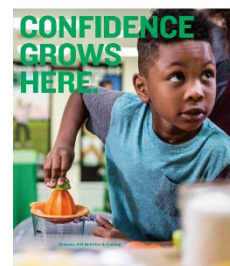
Confidence_Archery



Confidence_Archery2



Confidence_Guitar



Confidence_Lime



Confidence_
Nutrition



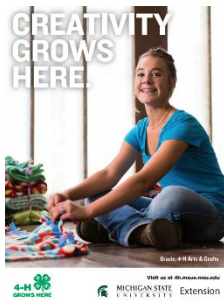
Confidence_
Soccer



Courage_Climbing



Courage_Zipline



Creativity_Crafting



Creativity_Dancing



Curiosity_Robotic
Girl



Curiosity_Robotics



Curiosity_Rocket



Leadership



Resilience_Garden



Teamwork_Sheep

Small Posters (11" x 17")

The following small posters are available in PDF printable format and are designed for display in schools and other community spaces.



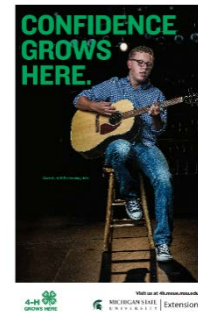
Character_Community Service



Compassion_Horse



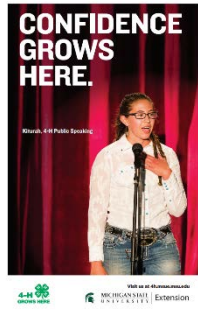
Confidence_Girl Soccer



Confidence_Guitar



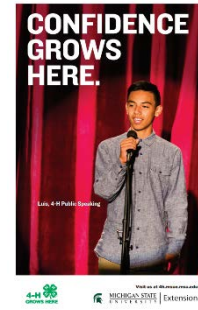
Confidence_Lime



Confidence_Public Speaking



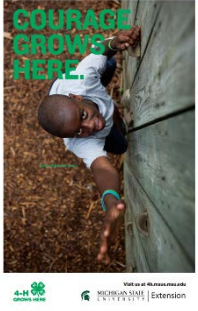
Confidence_Public Speaking2



Confidence_Public Speaking3



Confidence_Soccer



Courage_Climbing



Courage_Diving Board



Courage_Zipline



Creativity_Dancing



Curiosity_Leadership



Curiosity_Robotics



Teamwork_Robotics



Teamwork_Soccer

Posters (18" x 24")

The following horizontal and vertical posters are available in PDF printable format and are designed for display in schools and other community spaces.

Horizontal



Character_Crafting



Character_Nutrition



Character_Service



Character_ServiceGroup



Confidence_Archery



Confidence_Climbing



Confidence_Public Speaking



Confidence_Soccer



Curiosity_EnviroSci



Curiosity_Robotics



Curiosity_Robotics2



Resilience_Climbing



Resilience_Sheep



Teamwork_Robotics



Teamwork_Robotics2

Vertical



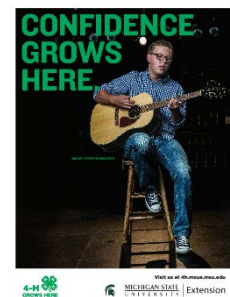
Character_Service



Character_Sheep



Confidence_Computer Sci



Confidence_Guitar



Confidence_Guitar



Courage_Climbing



Courage_Zipline



Creativity_Dancing



Curiosity_
Robotics Girl



Curiosity_Robotics



Leadership



Resilience_
Community Service



Resilience_Garden



Teamwork_Service

Social Media (800 p x 800 p)

The following square PNGs are for use on social media channels. There is a PDF document with suggested language for many of these images available on Sharepoint.



Character Grows
Here



CommunityGH_
Students



CompassionGH_
Horse



ConfidenceGH_
Lime



ConfidenceGH_
Volunteer



CourageGH_Zipline



CreativityGH_
Crafting



CreativityGH_
Dancing



CuriosityGH_
Robotics



CuriosityGH_
Rockets



DeterminationGH
_Archery



EmpowermentGH



FriendshipGH



Leadership Grows
Here



PassionGH



LifeGH_Garden



PatienceGH_
Garden



ResilienceGH_Boy



RespectGH2



ResponsibilityGH_
Goat



ResponsibilityGH_
Rabbit



SustainabilityGH



TeamworkGH2



TheFutureGH



True Leader_ Community



True Leader_Jump



True Leader_ Reaches Higher



True Leader_ Solution



True Leader_ Speak Up



4-H Grows Here Social Media Posts

Bookmarks

These four varieties of bookmarks are available to be printed and cut out. Available in an editable PDF form, the following can be customized with county information to be used for promotion.



Back

Front

Spanish

Fillable print ads, small posters and other promotional materials are also available in Spanish.

Fillable Print Ads



True Leader Community Service Girl



True Leader Rises Girl Rock Climb



True Leader Stands for Other Boy Sheep

Small Posters (11"x17")



Character_Girl_Community Service



Confidence_Girl_Soccer



Confidence_Boy_Soccer



Teamwork_Boy



Teamwork_Boys_Robotics

Large Table Top Sign



Large Table Top Sign_Spanish

Yard Sign



Yard Sign_Spanish

Raise Your Hand

There are specific materials for the Raise Your Hand campaign that should be used when seeking to enroll alumni or friends of 4-H. There are many varieties of each of the materials below available on Sharepoint. Please see the folder for all options.

Print Ads

Full Page

Half Page

Quarter Page



Hard Copy Sign Up Materials



Alumni Flyer
Signup Form



Alumni Flyer Signup
- Instructions



Raise Your Hand
Alumni Flyer Signup
- Instructions



Raise Your Hand
Alumni Flyer Signup
- Letter-v2

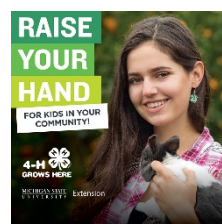


RYH Paper Hand Form

Email Header Images (800 p x 300 p)



Social Media (800 p x 800 p)



Display Banner and Header-Footer Images (728 p x 90 p)



Sidebar Images (160 p x 600 p)



Web Ads (300 p x 250 p)



Facebook Ad Images (1200 p x 628 p)



Facebook Banner (851 p x 315 p)



National 4-H Week

During National 4-H Week, Facebook banners, square social media images, and recommended social media messaging are available on Sharepoint.

Facebook Banner



FB Cover Photo (TrueLeaders)



FB Cover Photo (Performing Arts)



FB Cover Photo (STEM)



FB Cover Photo (Teamwork)

Social Media (800 p x 800 p)



Performing Arts



Teamwork-Alumni



Teamwork



True Leaders



STEM-Alumni



Social Media Messaging

MSU Extension Bookstore Products

The following items are available for through the MSU Extension Bookstore website. Note: these materials are restricted for MSU Extension staff only and you will need to be logged in to your MSU Extension employee bookstore account in order to view and order the materials. If you have not yet set up your account as an MSU Extension employee, directions are [available online](#).



4-H Grows Here: Joint Youth and Volunteer Recruitment Brochure



4-H Alumni Buttons



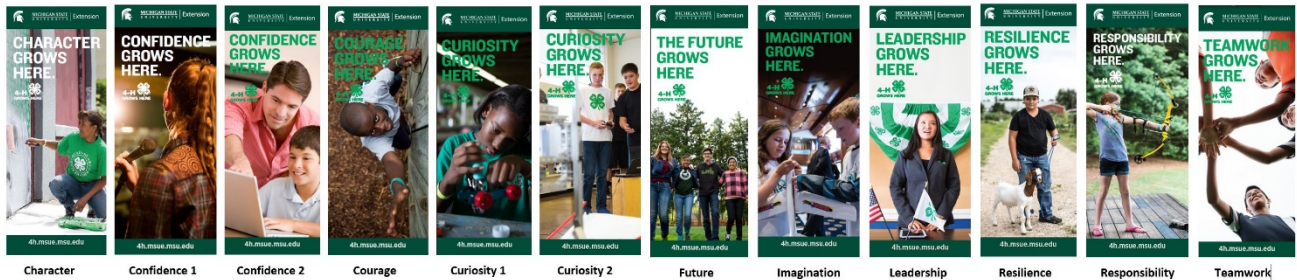
4-H Grows Here Bumper Stickers

Custom Order Materials

The following items are available for order by contacting Jamie Wilson.

Banner Stands

Banner stands are easy and colorful indoor event signage. They are lightweight and transportable, can quickly and easily be set-up and taken down by a single staff person, and roll-up within the base for compact storage. The artwork on each banner stand is 33 x 80 and comes with a storage/carrying case. Banners are available in a wide variety of options that reflect diverse messaging and project areas. The estimated price per banner stand is \$385.



4-H Grows Here Display Graphics

A set of three 17x22 display graphics for a tri-fold tabletop display. These graphics reflect the 4-H Grows Here marketing campaign and focus on recruitment with one panel focused on volunteers, one focused on youth, and the center panel reflecting general contact information for 4-H. The graphics are laminated and will fit the tri-fold displays purchased for districts. The estimated cost is \$60 for the complete set.



4-H Grows Here Yard Signs

Double-sided 4-H Grows Here yard signs are 16 x 24 inches and include a metal stake for placing in the ground. The estimated price per yard sign is dependent on quantity ordered.



4-H Grows Here Promotional Commercials

Two 4-H Grows Here promotional commercials are available on [Youtube](#) and are great for use during promotional events.



4-H Grows Here Michigan
Promo :15 version



4-H Grows Here Michigan
Promo :30 version